

The 7 Whys Exercise - Example 1

Example 1 - Maya, 57.

Starting question: What do you want to change about your body?

'I want to lose 10lbs and look 10 years younger.'

- ① **Why do you want to lose 10lbs and look 10 years younger?** Because it will make me feel so much better.
- ② **Why do you want to feel much better?** So I can feel happier with myself and feel more confident in the world.
- ③ **Why do you want to feel happier with yourself and more confident in the world?** Because I want to get out there and do more things, instead of hiding myself away.
- ④ **Why do you want to get out there and do more things?** Because I feel like life is passing me by and I don't want to waste it.
- ⑤ **Why don't you want to waste your life?** Because we only get one shot at life and I want to make the most of the years I have left!
- ⑥ **Why do you want to make the most of the years you have left?** Because there are still so many things I want to do and I want to live them to the fullest, feeling good about myself.
- ⑦ **Why do you want to live life to the fullest, feeling good about yourself?** Because not to do so would be an awful shame. I can't do that to myself.

The 7 Whys Exercise - Example 2

Example 2 – Sonia, 25.

Starting question: What do you want to change about your body?

'I want to lose all my extra weight and look HOT!'

- ① **Why do you want to lose all your extra weight and look HOT!?** Because I am sick of being overweight and *not* being hot!
- ② **Why are you sick of being overweight and *not* being hot?** Because I feel so fat and unattractive most of the time.
- ③ **Why do you not want to feel fat and unattractive?** Because I want to be able to go out dancing in whatever tight-fitting dress that I want, feeling happy, free, confident and gorgeous!
- ④ **Why do you want to feel happy, free, confident and gorgeous?** Because I am young, have my whole life ahead of me and I want to look and feel my very best NOW and live my best life asap.
- ⑤ **Why do you want to live your best life asap?** Because I'm in my mid-twenties and this is the time to make it happen.
- ⑥ **Why is now the time to make it happen?** Because I want to be in a great position with my body, life and career and feel that I've achieved a lot, before I find a man to settle down with. That's very important to me.
- ⑦ **Why is being in a great position with your body, life and career before finding a man to settle down with important to you?** Because I want to achieve these things on my own, so I have these things for myself and enjoy my life fully, independent of any guy.

Your Deeper Why

What do you want to change about your body/diet/self?

[Yellow writing area]

WHY?

[Yellow writing area]

WHY?

[Yellow writing area]

WHY?

[Yellow writing area]

WHY?

[Yellow writing area]

WHY?

[Yellow writing area]

WHY?

[Yellow writing area]

WHY?

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